

REQUIREMENTS: Minor in Marketing Communication
Lamar D. Fain College of Fine Arts
2021 - 2022 Catalog
 (18 Semester Hours)

Student Name: _____

ID#: _____

			CR HR	Semester	Grade
MCOM	3223	Advertising	3		
MCOM	4823	Integrated Marketing Communication	3		
MKTG	3723	Principles of Marketing	3		

Choose one of the following courses (3 hours):

MCOM	3723	Creation of the Advertising Message		
MCOM	4673	Public Relations Writing		
MCOM	4683	Public Relations Principles		

Choose two of the following courses (6 hours):

MKTG	3743	Digital and Social Media Marketing		
MKTG	3763	Professional Selling		
MKTG	3823	Consumer Behavior		
MKTG	4203	Promotion Management		

Student

Date

Mass Communication Minor Advisor

Date

Mass Communication Department Chair

Date